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CLAIMS

1. A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:
- receiving bidding prices and tender conditions including keywords and  
5 predetermined search list order display methods from network information providers, and making a successful bid for the keywords based on the tender conditions and the bidding prices, to sell the keywords associated with the predetermined search list order display methods through a tender;
- associating at least one portion of the search list orders with the keywords and  
10 the predetermined search list order display methods, to maintain a database including a plurality of search list orders;
- receiving a search request from a searcher;
- identifying search list orders associated with keywords corresponding to the search request; and  
15 arranging said at least one portion of the search list orders according to the predetermined search list order display methods when arranging the identified search list orders.
2. The method as claimed in claim 1, wherein the predetermined search list order display methods are specified by a form of display and ranking of the search list orders.
3. The method as claimed in claim 1, wherein said at least one portion of the search list orders is randomly arranged in a placement zone specified by the search list order display method when arranging said at least one portion of the search list orders.  
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4. The method as claimed in claim 1, wherein predetermined keywords are sold during only a predetermined period of time through the tender.
5. The method as claimed in claim 1, wherein the step of selling the keywords  
30 through the tender is individually performed for each of said at least one portion of the search list orders.

6. The method as claimed in claim 1, wherein remaining search list orders except said at least one portion of the search list orders are arranged independent of the predetermined search list order display method.

5 7. The method as claimed in claim 1, wherein the keywords sold through the tender are premium keywords determined by a predetermined criterion.

8. The method as claimed in claim 1, wherein the tender conditions selectively further include information on network information providers or a predetermined display period of time.  
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9. A method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:  
maintaining a plurality of search list orders including URLs associated with  
15 network information providers;  
receiving keywords associated with the search list orders and bidding prices associated with the keywords from the network information providers;  
selecting a successful bidder among a plurality of network information providers associated with the keywords according to a predetermined criterion associated with the  
20 bidding prices after a tender period of time expires; and  
generating a search result list including at least a portion of the plurality of search list orders in response to the search request,  
wherein at least one portion of the plurality of search list orders is arranged in a predetermined search list order placement position.

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10. The method as claimed in claim 9, wherein the search list order placement position is determined before the bidding prices are received from the network information providers.

30 11. The method as claimed in claim 10, further comprising the step of receiving information on a predetermined display period of time from the network information providers,

wherein when the network information providers are selected as a successful bidder, search list orders associated with the network information providers are arranged in the predetermined search list order placement position during the predetermined display period of time, and a position of the arranged search list orders is not changed.

12. The method as claimed in claim 9, wherein the step of selecting the successful bidder includes selecting a plurality of the network information providers as successful bidders,

10 wherein said at least one portion of the search list orders is arranged according to rankings determined by the bidding prices of the successful bidders within a placement zone specified by the search list order display methods.

13. The method as claimed in claim 9, further comprising the steps of:  
15 offering instant purchase prices to network information providers; and  
instantly selecting the network information providers as successful bidders if the instant purchase prices are received as the bidding prices from network information providers.

20 14. The method as claimed in claim 13, wherein the instant purchase prices are determined in consideration of past successful bid prices of the keywords.

15. The method as claimed in claim 9, wherein the step of selecting the successful bidder further includes the step of regarding a successful bid as an unsuccessful bid in at least one of the followings:

a case where a purchase rejection intention is received from the successful bidder,

a case where the successful bidder does not purchase a successful bidden keyword within a predetermined period of time, and

30 a case where a purchase rejection intention is once again received after the predetermined period of time expires.

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16. The method as claimed in claim 15, further comprising the step of reselling keywords if the successful bid is regarded as an unsuccessful bid,

wherein the step of reselling the keywords includes one of a first-come first-served system, a re-tender system and a next order bidding price selection system.

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17. The method as claimed in claim 9, wherein if a plurality of same bidding prices are received, the successful bidder is selected in consideration of at least one of a tender sequence, a display period of time, an actual advertisement use result, a credit of network information providers.

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18. The method as claimed in claim 9, further comprising the step of determining the lowest limit bidding price,

wherein the lowest limit bidding price is determined in consideration of at least one of a page view, a basic unit price and a weight.

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19. The method as claimed in claim 9, further comprising the step of opening the highest bidding price or a bidding price list.

20. The method as claimed in claim 19, wherein the highest bidding price or the bidding price list is not opened during a predetermined period of time before a tender period of time expires.

21. The method as claimed in claim 9, further comprising the step of offering keywords similar to keywords received from the network information providers to the network information providers.

22. The method as claimed in claim 9, wherein the step of receiving the bidding prices includes the step of limiting the number of receipt of bidding prices from same network information providers to the predetermined number of times or demanding an additional price if bidding prices are received above the predetermined number of times.

23. The method as claimed in claim 9, further comprising the step of offering a

result for the search request associated with the keywords to the successful bidder,  
wherein the result for the search request includes at least one of the number of  
exposures, the number of clicks and a click rate.

5 24. A system for generating a search result list in response to a search request input  
from a searcher through a communication network, comprising:

a tender conditions receiving unit for receiving tender conditions including  
keywords and search list order display methods, and bidding prices from network  
information providers;

10 a successful bid making unit for making a successful bid for the keywords based  
on the tender conditions and the bidding prices;

a storing unit including a plurality of search list orders;

a search performing unit for:

15 associating the plurality of the search list orders with the successfully  
bidden keywords and search list order display methods;

identifying search list orders having the keywords corresponding to the  
search request in response to a search request received from a searcher; and

arranging at least one portion of the search list orders according to the  
search list order display methods; and

20 a search request receiving unit for receiving a search request from a searcher via  
a communication network.

25 25. A computer-readable recording medium in which a program for implementing a  
method according to any one of claims 1 to 23 in a computer is recorded.